

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5394

February, 1954

Managers

All Stations Carrying Lucky Strike or RCA University Library Programs

Gentlemen:

Eastern States Radio Corporation has engaged the services of College Radio Corporation to handle day-to-day servicing of the Lucky Strike Package Program series, as of February 1st, 1954. This means that while station contracts remain in force between the station and the Producer, Eastern States Radio Corporation, all correspondence from stations relative to this program series should now be addressed to College Radio Corporation, 14 West 45th Street, New York 36, New York. The telephone number of CRC's New York office is OXford 7-0890.

A similar arrangement has been made whereby CRC will also handle servicing of the RCA University Library Program series on those stations now carrying the RCA programs under contract with Eastern States Radio Corporation.

It is expected that this change will result in increased efficiency and convenience to stations and to advertisers alike, and your cooperation in making prompt use of the new address will be greatly appreciated.

Sincerely yours,

Robert R. Vance, Jr.

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EASTERN STATES RADIO CORPORATION

RV:lk

Eastern States Radio Corporation

UNITED STATES DEPARTMENT OF COMMERCE

WASHINGTON, D. C.
February 1, 1934

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